

Raziskovalni center Ekonomske fakultete
organizira znanstveno - raziskovalni seminar,
ki bo v **četrtek, 09. Februarja 2012 ob 12:00 uri**
v **P-109** na **Ekonomski fakulteti v Ljubljani.**

prof. dr. Vesna Žabkar

(Univerza v Ljubljani, Ekonomska fakulteta)

bo predstavila raziskavo:

“Modelling Perceived Quality Visitor Satisfaction and Behavioural Intentions at the Destination Level: The Use of Formative vs. Reflective Indicators”

“Visitors’ perceptions of the quality of a tourist destination, their satisfaction with experience and the resulting behavioural intentions are vital for successful destination management and marketing. The purpose of this research is to explore the complex relationships between these constructs using structural equation models, whereby both formative and reflective constructs are included. Perceived quality is conceptualised in traditional marketing models as reflective construct. We propose that identifying attributes, which are the most influential in forming visitors’ quality perceptions of a given destination, requires modelling tourism supply quality as a formative construct. The conceptual model was validated empirically on a sample of 1,056 visitors of various tourist destinations. Data collection was part of the applied research program financially supported by the Slovenian Research Agency and the Ministry of the Economy. Four separate sets of models were estimated: first the entire sample was included and then the models were constructed at the level of three destination sub-samples. The results show that the hypothesized relationships between destination attributes, overall destination quality, visitor satisfaction and behavioural intentions are largely supported. In addition, as predicted, relevant destination attributes are destination-specific, and formative measurement models have somewhat larger explanatory power than reflective measurement models.”

Predstavitev bo vključevala vsebino članka nagrajenega z **2. nagrado raziskovalcem za najboljše objavljeni znanstveni članek v letu 2010:**

ŽABKAR, Vesna, MAKOVEC BRENČIČ, Maja, DMITROVIĆ, Tanja. Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. Tourism Management, Aug. 2010, vol. 31, no. 4, str. 537-546.

in članka

DMITROVIĆ, Tanja, ŽABKAR, Vesna. Assessing tourism supply quality using formative indicators. Tourism Economics, Jun. 2010, vol. 16, no. 2, str. 405-425.

Na brezplačni seminar se lahko prijavite v Službi za znanstveno raziskovalno delo, po telefonu (01) 58-92-490 ali po e-pošti: research.seminars@ef.uni-lj.si do srede, 08.02.2012.

Vljudno vabljeni!